

**Functional Series 300
Acquisition and Assistance**

INTERIM UPDATE 04-10

SUBJECT: Administrator Announces New Global Branding and Proposed Changes to Marking Policy

NEW MATERIAL: USAID is initiating a proposal to revise, extend and enhance our marking requirements as outlined at ADS 320. This policy change would require organizations that receive grants and cooperative agreements, as well as contracts, to mark all programs, projects, activities, and public communications as funded by USAID.

EFFECTIVE DATE: 11/01/2004

This message was released 11/01/2004 as an Executive Message. This Notice is being posted to the intranet for record purposes.

ADMINISTRATOR

USAID General Notice
ES
11/01/2004

EXECUTIVE MESSAGE

SUBJECT: Administrator Announces New Global Branding and Proposed Changes to Marking Policy

We have an opportunity to correct a \$14 billion misperception. The United States Government is not getting the credit it deserves for its foreign assistance. We are about to change that.

USAID is initiating a proposal to revise, extend and enhance our marking requirements as outlined at ADS 320. This policy change would require organizations that receive grants and cooperative agreements, as well as contracts, to mark all programs, projects, activities, and public communications as funded by USAID.

This initiative is subject to a public, transparent process called rulemaking. USAID will publish a proposed rule in the Federal Register this week. Interested parties will have a chance to comment on the proposed rule, and USAID will consider those comments before finalizing our marking policy and changing our language in funding agreements.

To protect the integrity of this rulemaking process, USAID employees should not engage in a direct dialogue with implementing partners but rather encourage interested parties to follow the instructions set forth in the Federal Register.

To further increase the visibility and value of U.S. foreign assistance, we are launching a new global branding effort. We have updated the USAID logo. This widely

recognized U.S. symbol, which dates back to the Marshall Plan, has been modified slightly to improve readability and reproduction quality.

We have also developed a brand name and tagline that clearly communicates that our assistance is "From the American People." Our logo and brand name will be used consistently on everything from publications to project plaques, food bags to folders. It is important that we speak with one voice and that the message is clear.

All branding guidelines will be outlined in a new Agency Graphic Standards Manual that will be available in the coming weeks. For the latest information and downloadable files for the updated logo and new brand name, please visit <http://www.usaid.gov/branding>.

An important part of the War on Terror is making sure the U.S. Government gets credit for the assistance it is providing around the world.

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